

# **4 Types of Keyword Intent**

## **Informational Intent**

**Example:** Benefits of drinking green tea

## **Commercial Intent**

**Example:** Best laptop under 100,000

## **Transactional Intent**

**Example:** Download free resume  
template PDF

## **Navigational Intent**

**Example:** Lahore News

# **Informational and Commercial Intent**

**Example:** How to choose a gaming laptop

## **Informational and Transactional Intent**

**Example:** Where to buy organic skincare products

## **Informational and Navigational Intent**

**Example:** How to start business on Shopify

## **Commercial and Informational Intent**

**Example:** Lastet smartwatch features and prices

## **Commercial and Transactional Intent**

**Example:** Affordable gym memberships  
in Lahore

## **Commercial and Navigational Intent**

**Example:** Best iPhone cases on Amazon

## **Transactional and Informational Intent**

**Example:** How to book cheap flights  
online

## **Transactional and Commercial Intent**

**Example:** Cheap flights to Korea from Lahore

## **Transactional and Navigational Intent**

**Example:** Book flight tickets to Korea on Skyscanner

## **Navigational and Informational Intent**

**Example:** How to design a logo on Canva

## **Navigational and Commercial Intent**

**Example:** Affordable webdesign services in Lahore

## **Navigational and Transactional Intent**

**Example:** Subscribe to Netflix for movies